

### **REMARKS**

Consideration and entry of the contents of this paper are requested. The contents of this paper address specific points raised in the final action, and hence could not have been submitted earlier.

Claims 4-8, 10-11, 14-25, and 27-34 are pending. In this paper, claims 4, 7, 10, 14, 19-22, and 24-25 are amended, and the remaining pending claims are unchanged.

Support for the amendments is provided on page 6 of the specification. No new matter is submitted. Claim 24 is amended simply to add the word "and" that previously was inadvertently left out.

Claims 4-8 and 27-34 stand rejected for alleged anticipation (35 U.S.C. §102(e)) by Peck. This rejection is traversed in view of the amendments to claims 4 and 7 and in view of the following comments.

Claim 4 as amended is directed to a communication device that comprises a register, a transmitter, and a subscriber identity module (SIM). The register is configured to store a user identifier. The transmitter is configured to transmit the user identifier to a network. The user identifier is associated with a serial number that, at least in part, is assigned to the SIM by a manufacturer of the SIM. Use of this user identifier achieves anonymity of content personalization for the user. Specification, page 2, lines 8-10.

Peck discusses dual-mode (AMPS and GSM) communication systems. Col. 3, lines 49-51; col. 4, lines 14-15. Generally, a "terminal-based ESN" (stored by the mobile terminal) is used for registration in the AMPS network, and a "SIM-based ESN" (stored by the SIM card or module) is used for a key-based authentication process in the first network (AMPS network) and for a non-key-based authentication process in the second network (GSM network). Col. 3, lines 51-57. A SIM is a subscriber identity module (such as a "card") that is installed or inserted into a mobile terminal (e.g., cellular phone), wherein the SIM contains subscriber-related data permitting the network to identify the caller and confirm his legitimacy as a system customer. Col. 4, lines 57-62. This process, called "authentication," generally is the process by which the network, before allowing a call to proceed, verifies that the proper person using the proper mobile terminal is making the call. Col. 1, lines 22-24. The network performs authorization by confirming one or more ID codes that are transmitted by the mobile terminal to the network, wherein a terminal-specific ID code identifies the particular mobile terminal, and a subscriber-specific ID code identifies the particular subscriber (person making the call).

Col. 1, lines 16-18.

Generally, in an AMPS network, two ID codes are used for authentication. One ID code is an electronic serial number (ESN), which is a 32-bit number that uniquely identifies the particular mobile terminal. Peck, col. 1, lines 40-44. The other ID code is a mobile identification number (MIN) that is subscriber-specific and corresponds to the user's telephone number. Peck, col. 1, lines 44-46. The ESN is unrelated to the MIN, and neither of these numbers is a serial number that, at least in part, is assigned to the SIM by the manufacturer of the SIM, as required by claim 4 as amended. The MIN is inherently not anonymous (e.g., it includes the user's phone number), and thus allows someone with access to the network and armed with the MIN to identify the user.

Generally, in a GSM network, each mobile terminal is identified has a terminal-based International Mobile Equipment Identity (IMEI) number that is similar to the ESN in the AMPS network. Col. 2, lines 37-39. The IMEI is inherently not a serial number that, at least in part, is assigned to a SIM by a SIM manufacturer. A SIM card is inserted into the GSM mobile terminal for providing subscriber information, col. 2, lines 33-35, and each subscriber is identified by a SIM-based International Mobile Subscriber Identity (IMSI) programmed into a specific SIM card and also called a SIM-ID (which is not the same as a "SIM\_ID" referred to in the instant specification). The IMSI allows the SIM card to be removed from one GSM mobile terminal and used with another such terminal, allowing subscriber-specific validation to occur with substantially any GSM mobile terminal. Col. 2, lines 54-61. But, because the IMSI (or SIM-ID) specifically identifies the subscriber, it inherently is not anonymous and is not a serial number that, at least in part, is assigned to the SIM by the manufacturer of the SIM.

In claim 4, the serial number assigned to the SIM by the SIM manufacturer has nothing to do with the subscriber; rather this serial number pertains solely to the manufacture of the particular SIM, which occurs substantially before the network customer purchases or is otherwise provided with a mobile terminal. Also, the serial number assigned to the SIM by the SIM manufacturer has nothing to do with the MIN, the latter pertaining solely to the manufacture of the mobile terminal (the mobile terminal and the SIM are typically manufactured by different manufacturers and brought together at the moment a customer is purchasing the mobile terminal).

Therefore, claim 4 (as amended) and its dependents are not anticipated by Peck. These claims are not obvious from Peck for at least the following reasons: (a) Peck does not mention any need to

achieve, and does not indicate in any way the desirability of, achieving anonymity of the subscriber; (b) Peck provides no hint as to how one would or could provide such anonymity; and (c) Peck provides no hint of the serial number applied to the SIM by a manufacturer of the SIM or of what that serial number could be useful for, and certainly provides no hint of using that number to achieve user anonymity.

Therefore, claim 4 (as amended) and its dependents are not obvious from Peck.

Claims 5-6 and 27-34 that depend from claim 4 are also properly allowable because each of these claims depends from claim 4 and hence includes all the features recited in claim 4. Furthermore, each of these dependent claims adds at least one respective feature to the combination recited in claim 4, and hence is patentable in its own right over Peck.

Claims 10-11 and 14-25 stand rejected for alleged obviousness from Parsons in view of Peck. This rejection is traversed in view of the amendments to claims 10, 14, 21, and 25, and for other reasons as discussed below.

Independent claim 10 as amended is directed to a content provider configured to communicate with one or more mobile stations. The content provider comprises a content personalization interface configured to receive an anonymous user identifier from at least one of the mobile stations. The anonymous user identifier is based, at least in part, on a serial number of a SIM assigned to the SIM by a manufacturer of the SIM.

Independent claim 14 as amended is directed to a content provider that comprises a personalization interface and a processor. The personalization interface is configured to receive anonymous personalization data that includes an anonymous user identifier that is, at least in part, a serial number of a SIM, wherein the serial number was assigned to the SIM by the manufacturer of the SIM. The processor is configured to provide content to a user based on the anonymous personalization data.

Independent claim 21 as amended is directed to a method of providing personalized content in a wireless communication network. The method comprises selecting an anonymous user identifier based, at least in part, on a serial number of a SIM, wherein the serial number was assigned to the SIM by the manufacturer of the SIM. Content is selected based on the user identifier.

Independent claim 25 as amended is directed to a method of obtaining anonymous personalized content. The method comprises selecting an anonymous user identifier that is based, at least in part, on

a serial number assigned by a SIM manufacturer to SIM. The content is identified for delivery based on the anonymous user identifier.

The Office action admits that "Parsons . . . differs from the claimed invention by not mentioning the user identifier is based on a SIM serial number." But, contrary to the contention in the Office action, Peck does not fulfill the deficiencies of Parsons for all the reasons discussed above.

Therefore, independent claims 10, 14, 21, and 25 are properly allowable over any combination of Parsons and Peck. Claims 11, 15-20, and 22-24 that depend from their respective independent claims are also properly allowable because each of these claims includes all the features recited in its respective independent claim. Furthermore, each of these dependent claims adds at least one respective feature to the combination recited in the respective independent claim, and hence is patentable in its own right over any combination of Parsons and Peck.

Therefore, all the claims are in condition for allowance, and early action to such end is hereby requested.

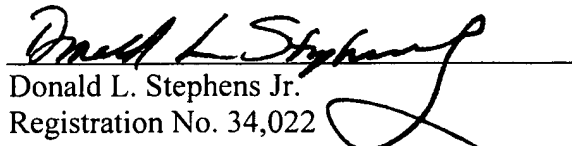
In the previous Amendment (dated April 18, 2006), the undersigned on behalf of Applicant requested a telephone interview (as a matter of right) if there were any issues that remained unresolved. The examiner proceeded to issue the latest Office action without contacting the undersigned to schedule an interview. THE UNDERSIGNED HEREBY REQUESTS SUCH AN INTERVIEW, TO WHICH APPLICANT IS STILL ENTITLED IN VIEW OF THE EXAMINER FAILING TO ARRANGE SAME EARLIER, IF ANY ISSUES REMAIN IN THIS APPLICATION.

Respectfully submitted,

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